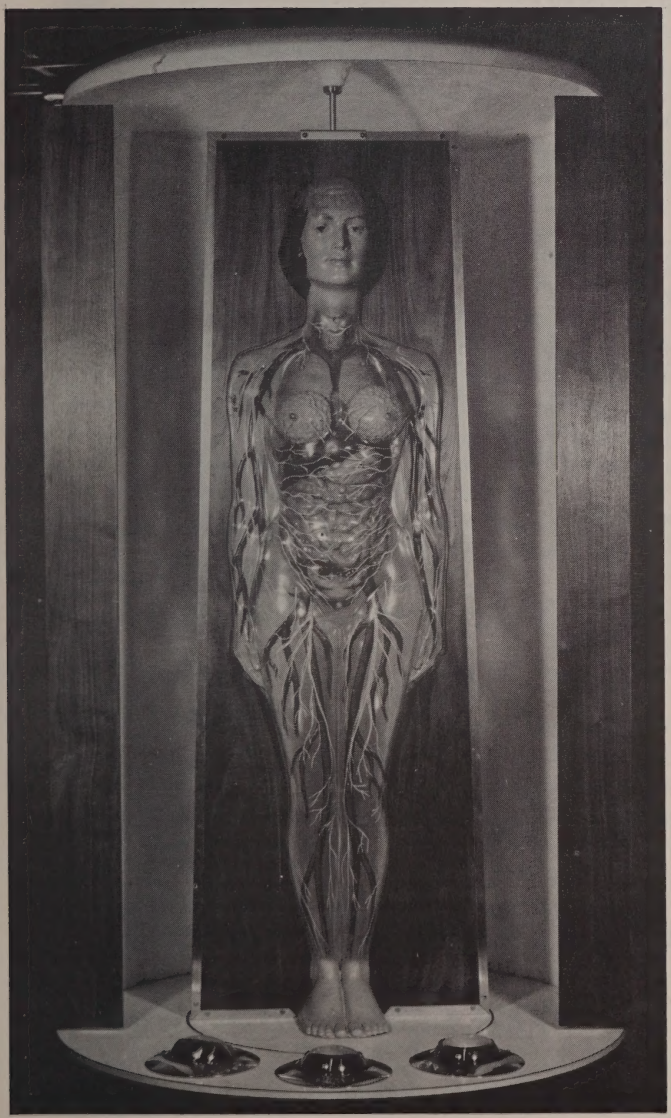
The Hampden Hippocrat

FEBRUARY
1976



Health Fair 1976

Sponsored By: Hampden District Medical Society
Chamber of Commerce of Greater Springfield

To Be Held At: Springfield Civic Center, Springfield, MA

Dates and Times:
March 11, 12, 13, and 14, 1976

Thursday, March 11
12 Noon to 9 PM

Friday, March 12
12 Noon to 9 PM

Saturday, March 13
12 Noon to 9 PM

Sunday, March 14
12 Noon to 6 PM

Hampden District Medical Society

1414 STATE STREET
SPRINGFIELD, MASSACHUSETTS 01109
TEL. 736-0661

D.
ent-Elect
D.

M.D.
Y
M.D

M.D.
ary
OY, R.N

ittee
M.D.
M.D.
Y. M.D
M.D.
AS, M.D.
NGS, M.D.
BERG, M.D
LEY, M.D.
JS, M.D.
H, M.D.
LE, M.D.
RIAN, M.D.
COMMITTEES
lations
SINAS, M.D
tive
OIVIN, M.D.
y Censor
LLAN, M.D.
Councilor
LLAN, M.D.
Professional Service
MAGILL, M.D.
eview
STOLER, M.D
Health
TZPATRICK, M.D.
Medico-Legal Affairs
HEA, JR., M.D.
-Laws
MEMERY, M.D.
abor Relations and
ial Accidents
CLOUD, M.D.
on Committee
FRANSEEN, M.D
n's Auxiliary
RD CHABOT, M.D
bers' Insurance
ARD TILLMAN, M.D.
ental Health
HARRINGTON, M.D
ty Medical Care
SCHWENDENMANN, M.D
edical-Religious
W. WHITING, M.D
mmunity Council
HARD BLOOM, M.D.
ONER COX

Dear Member:

With the cooperation of our administrator, Lester L. Burdick, Inc., we are pleased to announce several significant expansions of our Accident and Health Insurance Programs.

NEW GUARANTEED RENEWABLE
TO AGE 65 DISABILITY PROGRAM

This program has New High Limits and a New Low-rate Premium Schedule, together with greatly expanded Conversion Privileges.

NEW GUARANTEED RENEWABLE
PROFESSIONAL OVERHEAD PROGRAM

This program has New High Limits, a New Low-rate Premium Schedule, and new features that make it applicable to professional corporations.

Now, as never before, our Society's Accident and Health Insurance Program is one of the most outstanding of its kind available to the practicing physician.

For full information concerning these outstanding expansions, we urge you to write or call our administrator at your earliest convenience.

Sincerely,

H Bernard Fellman

Chairman
Members' Insurance Committee

CONTACT

CRAIG W. STEWART, DISTRICT SUPERVISOR,
50 FERNWOOD DR., E. LONGMEADOW, MA PHONE (413) 525-4806

LB
personal service
since 1922

Administrators
LESTER L. BURDICK, INC.
Loyalty Group Insurance
20 CONGRESS STREET, BOSTON, MASSACHUSETTS 02109

VOL. XXXII, NO. 2 FEBRUARY 1976

Contents

Issue Theme: "HEALTH FAIR 76"

Officers, Censors, Executive Committee, Councilors and Committee Chairman 4
Your President's Page — Gardner Cox II, M.D. Health Fair 76 - Plus 5
Editorial — Editor-in-Chief 7
Poet's Corner— Fear Not To Pray, Hartley Coleridge 9
Highlights of the Executive Committee, Jan. 20, 1976 HDMS Secretary Philip Stoddard, M.D. 10
Pre-Fair Comments from the HDMS Medical Coordinator — James G. Fitzpatrick, M.D. 10
A Layman's View of Health Fair 76 G. Todd Marchant 11
The Persons Involved in the Health Fair 76 12
Notice to Readers 13
Poet's Corner — In February To February W. E. Stevens, M.D. 14
The Page Of The HDMS'S Woman's Auxiliary Mrs. Robert H. Nenninger 15
Your Invitation To An Evening of American Jazz 16
Report of the AMA National Leadership Conference Bruce B. Stoler, M.D. 17
Poet's Corner — Poor Betsy's Bones Howard N. Simpson, M.D. 21
Letter to the Editor 22
Services available to HDMS Physicians:
Edwin A. Abusamra — Child & Family Services 22
Eddie Corbin — Springfield Center for Alcoholism .. 24
Poet's Corner — Riposte At Cost Howard N. Simpson 24
A Plus For The Medical Community — Accreditation for a STCC Program 25
Some explanations of the Joint Underwriting Association of Massachusetts, The Commonwealths Program for Medical Malpractice 26
List of Advertisers — Please tell them you've seen their ad or tell your referral patients where you saw their ad 30

The official bulletin for The Hampden District of The Massachusetts Medical Society.
Founded in 1942 by Edward P. Bagg, Jr., M.D. and William A. R. Chapin, M.D.

PAST EDITORS
MAX MILLMAN, M.D.
JOHN C. AYRES, M.D.

CURRENT BOARD OF EDITORS

EDITOR-IN-CHIEF
WALTON E. STEVENS, M.D.

ASSISTANT EDITOR
PHILIP B. STODDARD, M.D.

ASSOCIATE EDITORS
BERNARD BLOOM, M.D.
GARDNER COX II, M.D.
JESSE HAFER, M.D.
CARL W. JANOVSKY, M.D.
ALAN S. PECK, M.D.
F.C. SCHWENDENMANN, M.D.
ALONZO D. SHEFFIELD, M.D.
HOWARD N. SIMPSON, M.D.
SETRAG A. ZACARIAN, M.D.
JOHN J. ZADWORNY, M.D.

SECRETARY & BUSINESS MANAGER
JOSEPH B. GREENSPAN, M.D.

THE HAMPDEN HIPPOCRAT is published monthly except for July and August.
The opinions expressed in this bulletin are those of the writers and do not reflect the official viewpoint of the Hampden District Medical Society unless so stated.
Communications pertaining to editorial content should be addressed to the Editor-in-Chief, 24 Salem Road, Longmeadow, Mass. 01106
Business communications should be addressed to the Business Manager, 91 School Street, Springfield, Mass. 01105
To be assured of uninterrupted delivery of THE HAMPDEN HIPPOCRAT, notify us in advance of an address change and include your ZIP CODE number.

HAMPDEN DISTRICT MEDICAL SOCIETY

1414 STATE STREET
SPRINGFIELD, MASS. 01109
Telephone: 736-0661

VIVIAN M. PURDY
EXECUTIVE SECRETARY

FRAN WEISS
OFFICE SECRETARY

OFFICERS

GARDNER COX, II, M.D. ..... *President*
BRUCE B. STOLER, M.D. ..... *Vice President and President Elect*
PHILIP B. STODDARD, M.D. ..... *Secretary*
WILLIAM W. WALTHALL, JR., M.D. ..... *Assistant Secretary*
PAUL T. MOORE, M.D. ..... *Treasurer*

CENSORS

MALCOLM S. ALLAN, M.D. (five years from 1972) ..... *Supervising Censor*
JOHN J. BURKE, M.D. ..... *Censor, 1972*
JOHN J. FLAHIVE, M.D. ..... *Censor, 1972*
JAMES H. MAHONEY, M.D. ..... *Censor, 1974*
SETRAG A. ZACARIAN, M.D. ..... *Censor, 1975*

EXECUTIVE COMMITTEE

GARDNER COX, II, M.D.	*Ex-officio*	PAUL T. MOORE, M.D.
BRUCE B. STOLER, M.D.	*Ex-officio*	PHILIP B. STODDARD, M.D.
WILLIAM W. WALTHALL, JR., M.D.	*Ex-officio*	
ROBERT A. KELLEY, M.D.	*1976*	EDWARD I. KRAUS, M.D.
LORNE C. SMITH, M.D.	*1977*	STANLEY N. TEALE, M.D.
MORTON D. LYNN, M.D.	*1978*	HOWARD A. TRACHTENBERG, M.D.

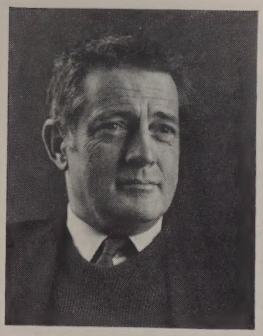
BERNARD BLOOM, M.D., *Past President — PR Councilor*

COUNCILORS TO THE MMS

JAMES D. ALLAN, M.D. *Executive Councilor* ..... D. D. DASCO, M.D.
MALCOLM S. ALLAN, M.D. *Supervisory Censor* ..... JOHN F. GRIFFIN, M.D.
BERNARD BLOOM, M.D. *Public Relations Councilor* ..... GARY DEN, HOUGH, III, M.D.
MAURICE J. BOIVIN, M.D. *Legislative Councilor* ..... JOSEPH R. KELLY, M.D.
ROBERT N. LaMARCHE, M.D. *Nominating* ..... THOMAS G. MAGILL, M.D.
FREDERICK C. SCHWENDENMANN, M.D. *Alternate Nominating Councilor* ..... JAMES H. MAHONEY, M.D.
JOHN C. AYRES, M.D. *Past President MMS, Ex-Officio* ..... RICHARD J. MILLER, M.D.
ALLEN S. JOHNSON, M.D. *Past President MMS, Ex-Officio* ..... AGOSTINO NATALE, M.D.
PHILIP B. STODDARD, M.D. *Secretary, Ex-Officio* ..... MARTIN J. POPPO, M.D.
GARDNER COX, II, M.D. *President, Ex-Officio* ..... JACK H. PINCUS, M.D.
JOHN J. BANDEIAN, M.D. ..... FRANCIS J. RILEY, M.D.
WILLIAM BEACHMAN, M.D. ..... J. GORDON RICH, M.D.
CARROLL BRYANT, M.D. ..... EMANUEL WEIDMAN, M.D.

CHAIRMAN OF COMMITTEES

HOWARD N. SIMPSON, M.D. ..... *Auditing*
THOMAS G. MAGILL, M.D. ..... *Blue Shield District Professional Service*
HARRY N. MEMERY, M.D. ..... *By-Law*
FREDERICK C. SCHWENDENMANN, M.D. ..... *Disaster Medical Care*
SETRAG A. ZACARIAN, M.D. ..... *Mediation*
HARRISON D. WILLCUTTS, M.D. ..... *Insurance, Labor Relations & Industrial Accidents*
MAURICE J. BOIVIN, M.D. ..... *Legislative*
LEON N. KRUGER, M.D. ..... *Malpractice & Medico-Legal Affairs*
LEWIS W. WHITING, M.D. ..... *Medico-Religious*
H. BERNARD TILLMAN, M.D. ..... *Members' Insurance*
ROBERT D. HARRINGTON, M.D. ..... *Mental Health*
HOWARD M. LEDEWITZ, M.D. ..... *Nominating*
ROCCO A. VERRILLI, M.D. ..... *Medical Charges & Peer Review*
JAMES G. FITZPATRICK, M.D. ..... *Public Health*
BERNARD BLOOM, M.D. ..... *Public Relations*
GARDNER COX, II, M. D. ..... *Representative to Community Council*
WILLIAM B. COEN, M.D. ..... *Scholarship*
JOHN F. GRIFFIN, M.D. ..... *Woman's Auxiliary*



Gardner Cox II, M.D.

Your President's Page

Health Fair 76 - Plus

Gentlemen:

In March as part of the bicentennial the Hampden District Medical Society and its members have agreed to put on a Health Fair. As you probably realize this has been in its onset somewhat controversial, was considered to be perhaps too high an expense and too little in participation to be wise to attempt. However, through the good efforts of Dr. James Fitzpatrick and his committee and also through the good efforts of Mrs. Vivian Purdy the Health Fair is going to be held. I hope that as many of us as is possible will try to participate so it will be successful. If you are asked to serve in some capacity please do so, so that the fair will be truly representative of the physicians of Hampden District. The President of the A.M.A. is going to come and open the fair and I feel that this kind of backing should help us to make it more representative and meaningful.

I wish to extend thanks to all of the membership for coming to the February meeting of the District Society at Storrowton. I feel that both in the business meeting and also in Dr. Alfano's presentation the problems that immediately affect us were discussed. I'm very appreciative that Dr. Alfano came and talked quite frankly about the malpractice problems. I really believe the state society has tried very hard to solve this very delicate situation. I think that the state legislative should also be congratulated for having taken the problem in hand before it became impossible.

I also would particularly like to thank Drs. Carrington and Zadworny for their input into the meeting. There has been, after the last membership admission meeting, some constructive ideas presented by the incoming members asking to get involved. These ideas were discussed at the executive committee meeting and we will try to implement, if possible, means by which new membership can be included. I would very much like to state that I am very glad to see participation by the newer and younger members of the medical society and hope that this will continue. I am in hopes that the Society can serve as a means of helping the needs of all of the individual society members, and I recommend that you continue this participation and thank you for your help.

Gardner Cox II, M.D.
HDMS President

Ernest A. Byron, Jr.

SPRINGFIELD

PHYSICIANS SUPPLY COMPANY

"Buy local . . . you'll like our quick service. low prices"

MEDICAL AND SURGICAL EQUIPMENT AND SUPPLIES
Bandages, Tapes, Gloves, Laboratory Supplies, Paper Goods, Surgical Instruments, Office Furniture, Exam Furniture

OFFICE EQUIPMENT AND PLANNING
Decorating . . . Renovating
Refinishing . . . Moving

Authorized Distributor:
Welch-Allyn, Tycos,
All Top Brands

CALL 733-1163

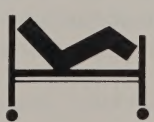
PSC
PHYSICIANS SUPPLY COMPANY

* * * * * * * *

AND FOR YOUR PATIENTS:

Home care equipment & supplies from our affiliate, Gold Cross Medical

PHYSICAL THERAPY & REHABILITATION EQUIPMENT



RENTAL & SALES OF CONVALESCENT EQUIPMENT

24 HR. HOME OXYGEN & RESPIRATORY SERVICES

GCM
GOLD CROSS MEDICAL
SERVICES INC
ISLAND POND ROAD

CALL
734-5695

Editorial:

For those faithful readers, who have excellent memories of past issues of the Hampden Hippocrat, this month of February was usually devoted to legislative matters developing in the Great and General Court. This bicentennial year the volume and complexity of the submitted legislation has prevented the reporting out of the various bills and your legislative committee with Dr. Max Boivin, have not been able to select and evaluate the issues for presentation at this time. March seems to be their D-day. Thus there is no specific theme for February's issue and it was necessary to be generous with "fill-in" material.

Your Editor-in-chief has looked ahead to May and the renewal of his contract. As part of this forward look, it is necessary to look backward as well; herewith I would like to ask the readers for their comments and criticisms. Every Editor is never satisfied with his magazine; he is always striving to improve. Reader feedback, good and bad, provides the direction of change or the nidus for a new series or a theme for an issue. The entire Editorial Board is renewed yearly at HDMS's annual meeting by your vote. The HDMS Executive Committee is the Hampden Hippocrat's governing body and authority to continue comes from them and you. Please write and call and let Dr. Gardiner Cox or Dr. Bruce Stoler or any member of the Editorial Board know what you like or dislike about the Hippocrat and indicate your new ideas. Thank you for this service.

To those of you who doubt the value of organized medicine, particularly the AMA, I commend Dr. Stoler's article and report on the National Leadership Conference. Organized medicine is changing and for the better. To the young practitioner who did not learn about the AMA from his professors (except in a negative way —since they were the *outs* not *ins* preferring to organize academically or by specialty), Dr. Stoler's report shows the vitality and direction the new AMA is pursuing. To the non-AMA members I would ask but one question. Do you believe that you as an individual can comprehend and then personally inform government what is right or wrong with present and proposed health field legislation??? Here alone the many minds and abilities gathered together under the AMA roof are worth a year's dues—no friendly lawyer would take the battle on at that fee! Some of us middle aged practitioners, who have seen the health scene shift from individual physician to bureaucratic czar, do not believe the health of the citizenry will be best served by a salaried, 40 hour, medical technican. An analytic mind can reach no other conclusion, if it evaluates a National Health Service Program for this country. Competition, the profit motive, free choice of location and specialty, individual medical opinion and action will be eliminated in the name of cost efficiency, uniformity for predictability, need to redistribute services. We will have less mobility and individual choice than our Soviet counterparts.

(OVER)

MODERN WOMEN
AFTER MASTECTOMY
Be the Confident Women —
Wear the "AIRWAY COMPANION"
Artificial Silicone Breast
EXPERTLY FITTED BY
MRS. ESTHER MICHELMAN
Worn in ordinary bra—Guaranteed for 5 years
596 Sumner Ave., Spfld, Mass. 734-6311

LINOLEUM - CERAMIC - FORMICA - RUGS & CARPETS
VIKING—FLOORCOVERING
Incorporated
40 BERKSHIRE AVE. - SPRINGFIELD - MASS.
FREE ESTIMATES
NORMAN MAAGERO 781-0154

The practice of medicine and more important the delivery of health care has been caught up in the rapid evolution of the American life style, which started in the mid sixties and will have lost its energy by the mid eighties. Ten years from now, all physicians now in practice and practicing then, will find themselves either a governmental technician or a physician participating on "our terms" in a nationwide health care system. Organized medicine and a cohesive attitude of concerned practitioners, working with their local representatives and senators, is the only political way to discard the unneeded, retain the valuable and determine the new acceptable ways of medical practice and delivery of health care. The nation's health is now a political issue. No one is concerned with a physician's welfare except that physician. To childishly believe or rely in or on Daddy government is indeed foolhardy.

So go it alone and become a technician or join the organization and help direct your professional future and practice, as a physician.

The Health Fair in mid-March is an important undertaking by your Society. Its success can be assured if you would tell some of your patients about it and ask them to tell some of their friends. Word-of-mouth is an effective publicity tool! Numerous volunteers, runners and behind the booth people are still needed; can you help? Can your spouse help? Can your children help? How about your mother-in-law or great Aunt Penelope? If the medical and allied professions can successfully show the public (our patients) that we care and that we are willing to go the extra mile, our damaged images may be slightly improved. When the public again believes in us as a profession (with proper professionalism) the politicians will no longer be able to promise them our heads a la Herod to Salome with St. John the Baptist. Medical evangelism would draw better press than a reactionary *NO!* So come with your soap box to Springfield's Hyde Park—The Civic Center March 11 thru 14, 1976.

The District's meeting on February third, at Storrowtown Barn, was an evening well spent. The camaraderie is always beneficial. One of our weaknesses as physicians is to divide into smaller groups which segregate us from our brothers at large. We identify not as physicians but as surgeons or internists or gastroenterologists. We are loyal to one or two hospitals, wherein we derive our principal income, and over the years tend to forget that the "doc's" in the other hospital are just like ourselves; Took the same training, have the same problems and failure rates (who migrate to your hospital) and think of us as we think of them. The District Medical Society acts as an equalizer; it reminds us that we are all alike—as humans and physicians. The Society can break down the barriers that we have built. In much the same fashion, the Springfield Academy of Medicine was and could again act as a common meeting ground. I still propose that it becomes the scientific nucleus for our region. If the specialty societies would use it as their means of providing and channeling new data to their local members and if the hospitals would permit the necessary quarterly scientific meetings to be held in a conjoined fashion under the auspices of the Academy, we all could gather up our brownie points, have fewer meetings to attend and benefit from a strong centralized program of con-

(NEXT PAGE)

BEGINNING JUNE 1976
REGISTERED NURSE seeks
position in a Doctor's office:
Registered in Mass., New Hampshire &
Conn. Graduate of Medical Center of
Western Mass. (Springfield Div.)
A.N.A. Member Tel. 562-2717
P.O. Box 712, Westfield, MA 01085

tinuing medical education. One night a quarter the various specialty groups could gather to hear a local or imported physician, the internists to an internist, the surgeons to a surgeon, etc. Resources can be conserved. Human gregariousness thrives on face to face consultations and exchanges. As a peripatetic consultant to some of the regional hospitals, this fact of human(e) nature has revealed itself over and over. Therefore I favour those situations wherein physicians can mingle with physicians in a nonstressing situation and can exchange ideas quietly.

The Editor-in-chief

Fear Not To Pray

Be not afraid to pray—to pray is right.
Pray, if thou canst, with hope; but ever pray,
Though hope be weak, or sick with long delay;
Pray in the darkness, if there be no light.
Far is the time, remote from human sight,
When war and discord on the earth shall cease;
Yet every prayer for universal peace
Avails the blessed time to expedite.
Whate'er is good to wish, ask that of Heaven,
Though it be what thou canst not hope to see;
Pray to be perfect, though material leaven
Forbid the spirit so on earth to be;
But if for any wish thou dar'st not pray,
Then pray to God to cast that wish away.

Hartley Coleridge

Gas pains . . . .
USE
MYLICON — 80

Highlights of the Executive Committee

The Executive Committee met at 7:30 p.m. on Tuesday, January 20, 1976 in the Conference Room of the HDMS.

Present were Drs. Moore, Walthall, Kelley, Stoler, Cox, Kraus, Stoddard and Mrs. Purdy.

Absent were Drs.: Lynn, Trachtenberg, Teale, Smith and Bloom.

Correspondence

The SOS Editor of the *Springfield Daily News* wrote asking for a list of physicians for patient referral. Mrs. Purdy will answer the letter suggesting that patients be referred to the HDMS office for physicians' names. The Executive Committee approved and felt that no further action is indicated.

The AMA Public Affairs Division sent a memo relating to the Federal Trade Commission's complaint against the New Haven County Medical Association and the Connecticut State Medical Society and the AMA. The FTC alleged that the Principles of Medical Ethics prevent competition between medical doctors and are in violation of federal law. A hearing will be held before an Administration Law Judge of the Federal Trade Commission on February 9, 1976. This was read as informational.

The WMHPC wrote asking Dr. Cox that a member be appointed to a committee which will be responsible for developing the Southern Component of the Region's Health System Plan. Dr. Cox will make the appointment.

(OVER)

Old Business

Dr. Cox has talked with Dr. Stevens about the proposed guideline #15 in the Guiding Principles of the Hampden Hippocrat. Dr. Stevens has written a letter to the Executive Committee stating the reason for the Editor sitting in with the Executive Committee.

Dr. Stoler indicated that he had talked with Dr. James Allan about referring the Academy of Medicine's resolution to the Medical Education Committee of MMS.

New Business

A letter from Mr. Ring of the Ring Nursing Home was read. This letter will be referred to the Mediation Committee for processing.

Dr. Cox spoke at great length about the HCFWM, the PSRO and to improve relationships between them and the HDMS. He also spoke about the HSA and the importance of the physicians getting involved. A suggestion was made that Dr. Cox should write the HSA of Western Mass. protesting that no physician was appointed for this area to the Board.

Dr. Cox also talked about Nursing Homes calling physicians in the middle of the night to pronounce deaths. The HDMS can not make any directive on this problem.

A question was asked of the Executive Committee relative to the method of response of physicians to a mediation problem. It was agreed that the Mediation Committee should submit guidelines for their committee to the Executive Committee.

The meeting was adjourned at 9:45 P.M.

Respectfully submitted,
Philip Stoddard, M.D.
HDMS Secretary

Pre Fair Comments from the HDMS Medical Coordinator

The Health Fair '76 Committee wishes to thank those medical society members who generously donated extra funds for the Health Fair. From this response and from the major donation from our Women's Auxiliary we were able to proceed with the development of the Fair. Any member who still wishes to assist us in reaching our financial goal is most welcomed to send his check to the HDMS office.

A good response from exhibitors has been received, particularly within the area of schools and hospitals. Eight exhibits from the AMA will be presented. The Academy of Medicine anticipates presenting a bicentennial history of medicine in the Pioneer Valley which will be the keynote to the Fair.

We are in need of volunteers amongst you physicians. Anyone desiring to help, please call Vivian. We also need additional monies to underwrite our costs. We are fortunate to be able to proceed with the Fair. To have cancelled it, after committing ourselves, would have been a black mark against our society.

Thanks for your help, from your "saddened Irishman,"

James G. Fitzpatrick, M.D.
Medical Chairman

KING'S PHARMACY
Ethel K. King, Manager
117 MAIN STREET
CHICOPEE FALLS — 592-1651

A Layman's View of Health Fair '76

By G. Todd Marchant

In the year when we are celebrating our Nation's 200th anniversary, I believe it is fitting for The Hampden District Medical Society to accept a leadership role in presenting the benefits of 200 years of medical advancement. During this time, our country's technological capabilities in general and specifically our medical research has been a key ingredient in America's achievement of a high standard of living. We have exported our products and shared our knowledge with nations around the world, yet today, in Springfield, there are citizens at all age levels, who are not fully aware of the benefits to be derived from the health related agencies, organized and operated within Hampden County to aid them. The true value of our *Health Fair* lies in making available a cross section of available services through the HDMS leadership in coordinating the educational program which will serve our community in two ways.

The first represents the ability to periodically display and explain the educational benefits to the community as a whole in one centralized location. Our citizens can be made aware of the ever changing environment in the health related organizations throughout the community. They have the opportunity to gain an introduction to potential health careers at local institutions, view demonstrations of improved medical technology, and gain a closer insight into the solving of other's problems. Secondly, *our Health Fair* develops an indirect benefit which is gained from the closer association of the exhibiting agencies. They are able to review each others efforts resulting in potential economics through interagency cooperative planning. Unfortunately, today, many agencies are formed and directed by legislative action that doesn't always attempt to fully coordinate similar functions. *Our Health Fair* helps to develop a broader line of communications, to educate the community as well as those who serve the community.

Push the Fair

As your general chairman, I want to thank each of you for your personal enthusiasm, both in a leadership role and as a financial supporter of Health Fair " '76". All of the members of each lay committee are greatly appreciative of your continuing support throughout Health Fair "76".

G. Todd Marchant

Landen-True
SPRINGFIELD JEWELERS FOR OVER A CENTURY
1365 MAIN STREET BRIGHAM BUILDING

Health Fair, 1976

DATES: March 11-14, 1976
PLACE: Civic Center, Springfield

SPONSORED BY Hampden District Society and the Greater Springfield Chamber of Commerce Bicentennial Committee

GENERAL CHAIRMAN: Mr. Todd Marchant
MEDICAL CHAIRMAN: James G. Fitzpatrick, M.D.
TREASURER: Mr. Richard Stebbins SECRETARY: Vivian M. Purdy

Medical Advisory Committee— Exhibit Committee

James G. Fitzpatrick, M.D., Chairman
Robert M. Abrams, M.D.
John C. Ayres, M.D.
John F. Brennan, M.D.
Cecilia A. Bush, M.D.
E. Deborah Gilman, M.D.
Peter J. Krokidas, M.D.
Anthony P. Lovell, M.D.
Richard J. Miller, M.D.
Leroy Sher, M.D.
William F. Donoghue, M.D., Otolaryngology
Michael Gilman, M.D. Ophthalmology
Louis A. Izenstein, M.D., Diabetes

Steering Committee

John C. Ayres, M.D. ..... Commissioner of Public Health
Richard Milstein, Esq. ..... Attorney for Hampden District Medical Society
Silvano Macchiaroli, M.D. ..... President, Springfield Academy of Medicine
Warren Morgan, D.M.D. ..... President, Valley District Dental Society
Herbert Hooven ..... Executive Director, Western Massachusetts Health Planning Council
Carroll Robbins ..... Managing Editor, Springfield Daily News
Mike Connors ..... Public Service, WSPR
Mrs. Betsy Stevens ..... President, Woman's Auxiliary to the H.D.M.S.
Mary Fitzgerald ..... Health Educator, Springfield Public Health Department
Jerry Healy ..... Director, Civic Center
Joe Tangocci ..... President, Druggist Association
Alan Hale ..... Director, Bicentennial

Arrangement Committee

John Turnbull ..... Professional Engineer
Frank Griswold ..... Jeffrey Gallagher

Finance Committee

Richard Stebbins, Chairman ..... Shawmut First Bank
Paul T. Moore, M.D. ..... Treasurer, H.D.M.S.

Public Relations Committee

Frank Fieler, Chairman ..... Friendly Ice Cream Corp.
Bernard Bloom, M.D. ..... PR, HDMS
Steve Root ..... Valley Bank
Doris Ransford ..... Chamber of Commerce

(Ann Haggerty available for press releases but not to serve on committee)

Traffic Committee

Robert Marcus

Personnel Committee

Kay Leagus, Chairman ..... Woman's Auxiliary, HDMS
Vivian M. Purdy .. Project Chairman, Women's Division Chamber of Commerce

Coordinators for Schools

Thomas McNulty ..... Director, Health, Springfield Schools
Monte Flagg ..... Assistant Director
Edward Baceski ..... School Busing

All committee members also serve on the Steering Committee and are to be invited to all meetings of the Steering Committee

Physician Chairman for Cities in Hampden

Robert D. O'Malley, M.D. ..... Holyoke
Mrs. Donald Cooke
130 Woodbridge St.
South Hadley, Ma.

Notice: To the Readers

With the coming of Spring and house cleaning time, there must be a wealth of material, things or properties which you will want to get rid of. The Hampden Hippocrat will gladly sell you space for a classified advertisement. Turn your throwaways into cash or arrange a swop for something better. Our rates are inexpensive and we reach 750 mailing stations and about 2000 readers of both sexes and all adult ages. Give it a trial—contact Viv Purdy, Joe Greenspan, M.D., or the Editor-in-Chief.

Notice:

The Editorial Board of the Hampden Hippocrat is looking for physicians who would like to be considered as candidates for openings in the associate editorial staff. Writers, photographers and journalists are needed to broaden the coverage of this Bulletin. If you are interested or know of someone who might be interested please pass your/his or her name along to the Editor-in-chief. Thank you.

In February—To February

February, is the shortest but not the darkest month of our year.
Long ago, the month in which the calendar year changed.
First or rather secondly, there's Groundhog Day and Punxatauney.
It's got mid-winter's day—6½ weeks to go in New England.
With two president's birthdays—one a holiday the other not.
Some hearts, flowers, candy and love commercialized,
That's Valentine's Day. The sap begins to flow—for March's
Conceptions and December's babies, the cycle continues.
A week from school and winter vacations to hill/ski to surf/swim,
Listen to the kids listen to the parents—there's fun in life!

A month for snow and rain and thaw and snow; Skiers are up & down.
Finally, a spring blue patch in the sky—a hint of coming Spring.
It gladdens all hearts, you know that Winter's back is broken.
We've survived! Some of us; Out, out of our caves, into the light.
Now plan to control the green growth, to prepare for harvest.
We've got an extra day to live in 1976; Should we whoop it up?
Should it be a day for ourselves or given over to others?
Each will decide his own fate, Each will spend this month at least,
Doing his thing, as best he can; Most will just carry on and on.

W.E.S. Feb. '76

new.
uncrowded.
continental specialties
prepared
while you observe

reservations 543-7939

golden!

wheatsheaf
2000 boston rd. wilbraham mass.

ESTABLISHED IN THE YEAR 1891
Dickinson-Streeter
Funeral Service
305 STATE ST., SPRINGFIELD, MASS.
Richard C. Streeter G. Wallace Streeter
Earle C. Bradley Alfred J. Gay

LEASE • A • SEVILLE
1976 CADILLAC
$299 per month (36 mos.) net
BEAULIEU LEASING AND RENTAL
Contact Tim Beaulieu – 785-1811
707 State Street, Springfield
All makes and models including imports

THE PAGE OF THE HDMS'S WOMAN'S AUXILIARY

The various committees of the Health Fair are still in need of volunteers to work as messengers, phone attendants, ushers, coat room attendants, and to man (person) various booths. Please, if you have a few hours to give notify Mrs. Charles Leagus (KAY) at 567-0472. She will be happy to hear from you and to arrange convenient hours for you to work. This is a big project and all of us are needed to help make it a success.

Mrs. Freeman Botnick (Audrey) Chairman Scholarship Committee, has been very busy. Instructions and scholarship applications have been sent to all secondary schools in Hampden County and those schools teaching medically allied fields. The committee expects to grant approximately 10 new and 11 renewal scholarships to deserving residents of Hampden County. Interviewing will begin in late March or early April. The committee members are: Mrs. Walton Stevens, Mrs. Ellsworth Twible, Mrs. William Walthall, Mrs. Carl Janovsky, Mrs. Freeman Botnick, Mrs. Gordon Rich, Mrs. William Yorzyk, Mrs. Howard Tractenberg, Mrs. William Kiss, and Mrs. Walter Mozden.

Men's, women's and children's clothing in usable, clean condition is being collected by Mrs. Charles Atamian for distribution to various hospitals both in our area and farther away. If you have any clothing you no longer need *please* contact Mrs. Atamian (Helen) at 567-3227.

The evening of February 12 was a fun-filled time for the residents of the Municipal Hospital. On that evening the Auxiliary gave its annual Valentine Party to the patients there. Mrs. Richard Miller's hard work and planning made the evening a hugh success. There was a raffle, gifts (we thank all of you who contributed) and entertainment by the Popicile Players from Blessed Sacrament School in Holyoke. The children range in age from 11 to 13. They lip-sang the operetta "Hansel and Gretel" to the delight of the audience.

Mrs. Robert H. Nenninger (Pat)

Hollywood
Uniform Centers
WHITE SWAN UNIFORMS
YOUR WHITE SWAN UNIFORM SHOPS IN SPRINGFIELD
Professional Uniforms for Professional People
114 (Lower STATE ST.) — 734-4364
248 BRIDGE ST. (UNIFORM SHOPPE) — 737-8543

ANOTHER PAGE OF THE HDMS'S WOMAN'S AUXILIARY

ONLY A FEW TICKETS LEFT!!

YOUR INVITED TO AN EVENING OF

AMERICAN JAZZ

SPONSORED BY YOUR HDWA

featuring

THE NEW BLACK EAGLE JAZZ BAND

Sunday – March 7, 1976 4:30 to 7:30 P.M.
Opera House – Yankee Pedlar Inn

Tickets: $6.00 per person
LIMITED AVAILABILITY

ORDER EARLY
Call Carol Yorzyk at 783-8570
or
Betsy Stevens at 567-0454

COME AND ENJOY AN AMERICAN HERITAGE SOUND MERGE WITH JAZZ

Featured Article:

Report of the A.M.A. National Leadership Conference—January 23-25, 1976 by Bruce B. Stoler, M.D.

Chicago hosted the 4th annual A.M.A. National Leadership Conference from January 23rd through January 25th. Mrs. Purdy and I, along with 22 other representatives from the New England states and more than 600 other medical society representatives from all across the nation, began our first day at 7:30 a.m. The next 52 hours were an intensive, interesting and informative *experience* with presentations, conversations, review, overview, update, debate, seminars with planning czars.

Day One

H.E.W. Secretary, Dr. F. David Mathews appeared at the first luncheon meeting and informed us that new challenges demanded new solutions but that he and the Undersecretary for Health, Dr. Ted Cooper, were committed to finding these solutions without further loss of physician dignity or increase in physician paperwork.

The conferees heard (perhaps more than they wished to) about Public Law 93-641, the National Health Planning and Resources Development Act, establishing a new planning and regulatory network to replace the Comprehensive Health Planning programs, Regional Medical Programs and Experimental Health Services Delivery Systems, and to significantly modify the old Hill-Burton facilities construction program. Dr. Sammons, Executive Vice-President of the A.M.A., termed the act "the single, most potentially destructive piece of medical legislation ever enacted by Congress," and confirmed that the A.M.A. intends to file suit challenging the constitutionality of the act "at the appropriate time." Dr. Palmer, president-elect of the AMA, elaborated on this, stating that "the right time will be just as soon as any individual patient, physician, hospital and/or state can show an injury from the workings of the law." Most members of my seminar session felt strongly that the leadership of the local, state and national medical societies should avoid formal participation in the Health Systems Agency, (HSA), State Health Planning and Development Agency (SHPDA) or Statewide Health Coordinating Council (SHCC) mandated by this act. These agencies do not represent any group, certainly not physicians, and the politics of the act would allow such agencies with representation of organized medicine on their boards, to state that they speak for organized medicine, which they certainly do not. It seemed doubtful to the participants in my session that physician participation within the mandated agencies, would allow, shaping any decisions of the agency.

(OVER)

57th ANNIVERSARY YEAR

TOROS OMARTIAN & SON, INC.

We Buy and Sell **ORIENTAL RUGS**

390 Bridge Street Tel. 736-1531 Opp. the Kimball Towers

Seminars on Continuing Medical Education—Crisis and Opportunity—as an idea whose time has finally come, (since it was first proposed to the House of Delegates of the AMA by its incoming president in 1939) was the subject of the second major seminar. Dr. Bill Ruhe, Secretary of the AMA Council on Medical Education, spoke eloquently to the subject of correlating continuing medical education with performance. A sample audio-visual course prepared for the California Medical Society by the University of Southern California in Los Angeles was presented by Dr. Richard Scott, its originator, and was very well received by the audience. The importance of coupling the continuing medical education with some method of self-assessment following the exposure was stressed throughout. Massachusetts is now only one of 14 states whose medical societies have made a policy decision to require CME as a condition of membership.

A review of the provisions of pending health legislation and chances for enactment, with representatives of HEW, the Congress and the AMA occupied the remainder of the first day. The conferees heard the panel consensus that National Health Insurance is a virtual certainty but is unlikely to become law before 1978. Most felt quite sure that the Administration's proposals for changes in Medicare and Medicaid would be altered substantially by the congress. It was pointed out that the AMA had testified and/or provided written briefs to the congress in response to more than 80 different legislative needs for information during 1975.

After dinner Attorney Newton N. Minow, former Federal Communications Commission chairman and Senior AMA Counsel, spoke to a full hall of conferees on the general subject of the decline of prestige among professions, cause and effect, and offered sage advice on methods by which this situation might be turned around within the medical profession in the future.*

Day Two

The Leadership Conference began promptly after breakfast with introductory material and an overview of the seminar issues for the day. The assembly heard a presentation by Mr. Robert Bailey, chief actuary for the National Association of Insurance Commissioners, detailing the extent and complexity of the medical malpractice problem; which he based on a detailed analysis of the first 4,000 claims closed since July 1, 1975. "Across the nation," he told us, 86% of incidents leading to a medical malpractice claim occur in the hospital environment" and "suits against board-certified physicians numbered 50% greater than those against non-board-certified physicians." The average indemnity paid per closed claim, counting each defendent separately, was $6672, we were told, and if claims which were closed without payment were excluded, the average per paid claim was $17,722. The single procedure giving rise to most claims was abdominal hysterectomy but the largest number of claims was against the category of physicians who performed no surgery or minor surgery only.

Later, in the morning seminar session, the alternatives to malpractice litigation were considered, with special emphasis on arbitration procedures. The registrants were told that arbitration provisions have now been included in newly enacted medical malpractice laws in 5 states: California, Louisiana, Michigan, Ohio and Alabama—but only Michigan REQUIRES providers to offer arbitration. Many other states, including Massachusetts, have some form of screening or mediation panels requiring submission of the claim to the panel as a prerequisite to access to court.

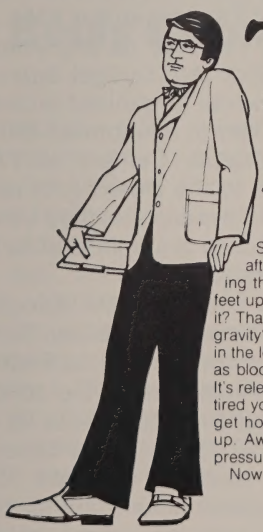
(NEXT PAGE)

In another seminar, emphasis was given to the importance of physician training in Negotiation Skills, in order to more effectively relate to federal and state governments, to hospital governing boards and administrators, to insurance carriers, to his peers and to consumers in terms of some type of review of his medical practice. The creation of a new AMA Negotiations Department to help physicians to meet this need, including the formation of regional training workshops, and willingness in selected cases of wide interest to enter negotiations on the physician's behalf, was announced publicly.

Betty Jane Anderson, J.D., who writes many of the MedicoLegal Briefs in the J.A.M.A. re-emphasized the intention of the AMA Law Department to communicate and cooperate with reasonable government involvement in health care, but not to hesitate in drawing the line when reasonableness was transgressed. "This far and no further when a matter of principle is involved," she stated. "If the communication with government must take place in a courtroom rather than a conference room, so be it," stated Dr. Sammons, EVP of AMA.

In a seminar session entitled "Bringing the Medical Society to the Members," emphasis was placed on the recruiting of medical students and house officers into meaningful participation in district and state medical societies—not only to attend but to vote and hold office. The importance of involvement of the full-time teaching doctor in the medical society was also stressed. Dr. Tom Ballantine, AMA delegate from Massachusetts, a past-president of MMS and an announced candidate for president-elect of the AMA in 1976, pointed out to the conferees that the Massachusetts Medical Society and the Suffolk District Medical Society already have adopted this approach. The AMA has begun a pro-

(OVER)



Tired Legs? you gotta be putting us on—Jobst-Stride®

Stand up all day? Day after day? Bet you're reading this right now with your feet up. It gets to you, doesn't it? That constant conflict with gravity? Pressures on the veins in the legs must be overcome as blood returns to the heart. It's relentless. You realize how tired you are when you finally get home and put your feet up. Away from that day-long pressure.

Now you can wear *counter-pressure*. You can combat fatigue all day with a pair of Jobst-Stride overthecalf, lightweight support socks. They apply elastic counterpressure to those "stand-up" legs. You can actually feel the difference or your money back.

Take a load off your feet tomorrow. Pick up a pair of Strides tonight. Jobst-Stride, sold at selected professional pharmacies and authorized surgical supply dealers.

Footit SURGICAL SUPPLIES INC.

522 Sumner Ave.
Springfield, Mass. 01108

gram of sending out representatives of its National Communications Task Force to some of the larger teaching hospitals to meet with the medical staffs in the local area for question and answer sessions.

Still another seminar on this second day explained the AMA Data Clearinghouse (an outgrowth of the AMA Physicians Masterfile) to meet previously unfulfilled needs for basic data to facilitate planning, assessing and improving delivery of the nation's health services.

Honorable Dan Rostenkowski, Chairman of the Subcommittee on Health of the House Ways and Means Committee, U.S. Congress, addressed the meeting and enumerated some of the issues which his hearings on National Health Insurance have highlighted up to this time:

1) Methods of both hospital and physician reimbursement under NHI must be changed from those methods presently employed under Medicare.

2) Utilization Review must continue but that physician judgment as the sole indication of medical necessity can no longer be tolerated.

3) National Health Insurance is a national consensus. Only the form is in doubt and only this delays legislative action.

Day Three

The final half day of the conference dealt with ethics, as the basis of economic freedom and served as the springboard for the announcement of the AMA's participation in the formation of a National Advisory Committee on Ethics chaired by Mr. Fred Allen, Chairman of Pitney-Bowes, as a public service to call attention to the importance of the ethical underpinnings of business, law, medicine, journalism, education—in fact, our whole American society.

The members of the conference had an opportunity on the last day to confront and question the members of the Board of Trustees of the AMA, sitting as a group, regarding membership expectations (50% of all physicians in the country), finances and economy measures (strict zero-budget approach with streamlining of all departments), recent policy moves (organized protest against violence on TV, continued opposition to the Health Manpower Bill—S2748, support for federal funding of the PSRO State Support Centers, etc.) and when a female physician might expect to be elected to the Board (just as soon as possible). This was my first view of the Board of Trustees and they came across to me as a group of informed, incisive and articulate physicians of all ages (not just old fogies), speaking without self-interest or rancor.

The conference ended with a conversation between AMA Executive Vice President, Dr. James Sammons, and Attorney Newton N. Minow, Senior AMA Counsel, as to the approach that will be used in responding to the Federal Trade Commission's Complaint against the AMA's ethical ban on the solicitation of patients as a restraint of trade—namely, "that certain kinds of not-for-profit organizations are outside the jurisdiction of the FTC," as in the case of Blood Banks in New York City which have already been so declared. Dr. Minow pointed out, further, that 16 states have laws against advertising by physicians and the issue might also be whether federal or state law is pre-eminent in this area. "One consideration in the court's opinion, undoubtedly, will be whether some great public good can be expected from changing the law," he stated. "It is difficult to see how, in the presence of excess demand, advertising could reduce the cost to the public and FTC's own staff have admitted to us privately that they don't know whether it will reduce the cost or not. Advertising will lead patients to the best marketer rather than to the best doctor—a doctor who relies

(NEXT PAGE)

on high volume and low price is not necessarily the best qualified physician and the patient may be victimized."

Dr. Minow said the case could actually be strengthened if the AMA could show that the district and state medical societies throughout the nation were aggressively making public legitimate consumer information regarding physician availability—when, where and how—and the languages spoken by the doctor, among other things.*

The conferees left Chicago at noon on Sunday, tired but wiser, and satisfied that:

1) the AMA is no longer the reactionary organization depicted in the past but is developing intelligent workable solutions to the challenges of the present and expected future;

2) only the AMA can represent all MDs in the social and legislative arenas, with an effectiveness proportional to the number of doctors who are members, and

3) the AMA is the only organization dedicated to keeping all of the physician's options open for the future, so that, whether two or twenty years from now, he will be able to select solo practice, group practice, corporate practice, federal practice or hospital practice as his cup of tea—and all will be available.

Bruce B. Stoler, M.D.
President-elect, H.D.M.S.

* The full text of Atty. Minow's Speech will appear in the May issue of the Hippocrat.—Editor

Poor Betsy's Bones

Philadelphia (UPI) Searchers Tuesday finally found . . . a body they are sure is that of Betsy Ross. It took two days of digging. On Monday other bones were found . . . "I'm glad things did work out," said Dr. Allan Mann (who) was commissioned to move the remains to a courtyard next to her home, a national monument, in time for the nation's Bicentennial. A court order . . . required her remains to be reburied . . . next to her home which is expected to draw hundreds of thousands of visitors in 1976—Springfield Union Dec. 17, 1975.

A hundred forty years ago
Old Betsy Ross was buried.
Since first her coffin went below
Her resting place has varied.
And now they've dug her up again
So she'll attract the tourists.
It took the work of many men
And orders from the jurists.
"I'm glad we found her," said Dr. Mann,
Concerned about his losses
Exhuming graves of others than
The one of Mrs. Ross's.
They should have let poor Betsy stay
(Those fingers quick and clever
Have had their legendary day)
And rest in peace forever.
Besides, conditions now are tough
Both here on earth and Mars.
Her flag which still has stripes enough
Lacks thirty-seven stars!

H.N.S.

a little French restaurant
PICOT'S PLACE
DINNERS, 6 PM to 10 PM
TUESDAY thru SUNDAY
548 Main St., Hampden, Mass.
Reservations (413) 566-3034

LETTER:

To the Editor:

As you are aware, Greater Springfield is becoming more and more a place to visit, and for conventions and seminars. We frankly feel that because of our efforts, our sagging economy has been at least boosted somewhat in the last two years. As a matter of fact, in 1975, because of the convention and visitors business, approximately 32½ million dollars came into the Greater Springfield area.

We would like . . . we need your help! If you belong to any organizations, state, regional or national that could hold a convention, seminar or a meeting in Springfield, we would be most pleased to do everything in our power to assist in making it the most successful meeting that organization has ever held.

I have enclosed a Meeting Planners Guide that gives quite a bit of information about Springfield for any convention planner in your association. Please pass it along to him with a note telling him we are extremely interested in having the organization meet here in Springfield.

If there is anything I can do to help, please call or write me at the Convention Bureau, 284 State Street, Springfield, Mass. 01105, telephone 734-4959.

Warmest regards,

Harold F. Phillips, Jr., Manager
Convention and Visitors Bureau

Services Available to HDMS Physicians

Child and Family Service of Springfield, Inc., is a non-profit professional counseling agency available to help any of your patients whom you identify as needing marital, personal or family therapy.

We specialize in the problem areas of marital conflict, parent-child and adolescent problems and other family disorders. Family and individuals facing personal problems such as divorce, death and unmarried parenthood use our services. Homemaker service for the older citizen who wants to remain in their own home, and counseling for all ages are designed to keep families together wherever possible.

For counseling this agency has a fee scale based on ability to pay, but no one is denied service because of inability to pay. Homemaker fees for the elderly are either on a sliding scale or paid for by third party payments.

We shall appreciate you and your office keeping this agency in mind when discussing community resources with your patients.

Edwin A. Abusamra, ACSW
Executive Director
367 Pine Street
Springfield, Mass.

Push the Fair

In Southampton, Mass., WOULD YOU BELIEVE a 25 acre site, a boutique contemporary with two bedrooms, four years old, six sided roof, a trout brook, bass pond, your own hunting reservation, gorgeous heated pool, asking $150,000. PRESTIGE REALTORS . . . call 788-0985

The Healing Arts: We Believe They Shouldn't Include Business Administration!

Nobody knows better than you what healthcare insurance paperwork has done to the business of running a medical practice.

That's why we think it's important that you know about us! Our mission: to let doctors be fulltime doctors by delivering them and their staffs from the frustration, delays, and inefficiencies of today's paperwork jungle.

Today we are 65 people, and growing. Because doctors who have become our clients have found we deliver a combination of benefits never before available from a single agency. And they're spreading the word.

Using the Blue Streak system:

- They are relieved of all billing, including third party;
- They get their insurance claims paid in half to one-third the time it normally takes;
- They enjoy a cost accounting system that shows at any time how the practice stands financially;
- They have access to experienced, objective counsel that can help enrich the effectiveness of their practice in many other ways.

And to get those benefits, they haven't had to adapt their practice to new and different ways of doing everything. Our philosophy, rather, is simply to show doctors the best way of doing what they do.

We do hope you'll take 15 minutes and talk with us this month. Call us and set an appointment at your office. Or ask for our brochure. Blue Streak, Professional Operating Management Group, Inc., 53 State St., Boston, Mass. 02102. Phone: (617) 742-9600.

Blue Streak
PROFESSIONAL OPERATING MANAGEMENT GROUP INC

A Whole New Dimension in Automated Billing and Financial Management Service.

Services Available

to HDMS Physicians

Alcohol and the Physician and S.C.A.T.E.

The Springfield Center for Alcoholism Treatment and Education (S.C.A.T.E.) is a new organization offering services to the alcoholic and the medical community. The personnel of the center realize that the fight against alcoholism must be achieved through unity and cooperation with all those who are directly and indirectly involved with the alcoholic patient. There are many ways of tackling this task; from the medical viewpoint the physician has his many ways and medicines that he uses for the alcoholic, the psychologist approaches the problem with a different prospective and Scate proposes to enter with a third and to act as a coordinating agency, whenever it can.

Stressing the following points is intended to show how the third party, SCATE, can play an active role in therapy. The physician (to the alcoholic) becomes a real person to whom he can turn when his physicial disabilities or his emotional disorders overtake the alcoholic. Often, the physician may not be aware of the alcoholic problem underlying his new patient's complaints. This alcoholic deceit further injures the patient and delays his proper therapy. Alcoholics are known for their abilities as coverup artists. The medicine prescribed eases their symptoms and then they continue with the alcohol, continue to lie to the physician and continue to get worse. Scate's programs are designed to break through this cycle.

SCATE would like to propose a merger of the medical society's alcoholic programs and its own federally funded programs. This link in the Health Service Delivery system is badly needed. Whenever a physician believes he has a patient, whom he believes can be helped by SCATE, a referral should be made, in turn the numerous alcoholic programs should have access to the patient's physician to coordinate what is being done. Then all three phases of the therapy for alcoholism can be called into play. Each party of the team would be aware of what the other is doing and the care of the alcoholic and the alcoholic will improve.

Eddie Corbin, Director

Riposte At Cost

No man but a blockhead ever wrote, except for money.

Dr. Samuel Johnson.

Those needy, greedy creditors
Of Hippocrat's proud editors
Will never make us dance for joy
Or even shake our hips.
But we will gladly shake our fists
If any group psychiatrists
Should even think that they could shrink
Our blockheads into chips.

H.N.S.

BRACCI TRAVEL WORLD
1537 MAIN STREET, SPRINGFIELD, MASS. 01103
VIVE LA DIFFERENCE!
Call us or stop in—you'll like the difference!
Welcome to Our World of Travel TEL. (413) 737-2684

LEFT TO RIGHT:

DR. JOHN W. TURNER, Chief Radiologist
Wesson Memorial Hospital, Program Director

MR. GORDON SMITH, Radiologic Technology Department
Chairman at STCC

DR. ROBERT C. GEITZ, President, STCC

DR. ROBERT A. GRUGAN, Chief Radiologist,
Medical Center of Western Massachusetts, Program Director

SPRINGFIELD, MASSACHUSETTS – Springfield Technical Community College has received notification from the Council on Medical Education of the American Medical Association that its Program in Radiologic Technology has been accredited, announced Dr. Robert C. Geitz, President os STCC. This marks the first time the Radiologic Technology Program has received full accreditation. Instrumental in the success of the Program are: Dr. John W. Turner, Chief Radiologist at Wesson Memorial Hospital; Dr. Robert A. Grugan, Chief Radiologist at the Medical Center of Western Massachusetts; and Mr. Gordon Smith, Chairman of the Radiologic Technology Department at STCC.

DUNLOP FLORIST, Inc.

Say It With Flowers

PROMPT DELIVERY SERVICE

Faithful Service To The Entire
Springfield Area Since 1919

62 Grape St., Chicopee • 594-6677

Traditional
New England Hospitality

YANKEE PEDLAR INN
Miss Bess Stathis, Innkeeper
Rt. 5 at 202 Holyoke, Mass.
Phone: 532-9494

Editor's Note:

The following 4 pages of material has been copied from data passed out at the recent Council meeting in Boston. The advice applies to most physicians practicing in Hampden District. Discuss the terms with your former insurance agent.

INTRODUCTION

The Joint Underwriting Association was created by Act of the Massachusetts Legislature (Chapter 362 of the Acts of 1975) to temporarily guarantee the continued availability in Massachusetts of Medical Malpractice Insurance.

The Association has as its members all insurers authorized to write Personal Injury Liability Insurance in Massachusetts. Its purpose is to provide Medical Malpractice Insurance on a non-profit basis to physicians and hospitals who are unable to obtain insurance in the private market. None of the profits of the Association will inure to the benefit of its members. Any deficit sustained by the Association shall be recouped by assessment of policyholder or by increases in future premiums.

HOW TO EFFECT COVERAGE

An application must be completed in detail and be signed by the applicant. It should then be mailed to the JUA at P.O. Box 9147 J.F.K. Station, Boston, Massachusetts 02114. Within 10 working days of receipt of the application, we will furnish a quotation. Coverage can become effective no earlier than 12:01 A.M. one day after the JUA receives the premium.

WHAT LIMITS AND COVERAGES ARE AVAILABLE

For Physicians the maximum limits are $1,000,000 each claim, $3,000,000 annual aggregate. Any combination of limits are available up to the maximum.

Professional Liability Coverage is available on either an occurrence or a claims made basis.

Premises Liability Coverage is also available if professional coverage has been purchased. Premises Coverage is available on either an O.L.T. or Comprehensive General form. Personal Injury and Premises Medical Payments Coverage is also available.

	Class Code	Rate Occur	Group Claims Made
PHYSICIANS - no surgery ..... per person	80111	1	1

This classification applies to general practitioners and specialists hereafter indicated, who do not perform obstetrical procedures or surgery (other than incision of boils and superficial abscesses, or suturing of skin and superficial fascia), and who do not ordinarily assist in surgical procedures.

Specialists

Allergists
Cardiologists (not including catheterization)
Dermatologists
Gastroenterologists
Industrial Medicine Physicians
Internists
Neurologists
Pathologists
Pediatricians
Preventive Medicine Physicians
Psychiatrists
Public Health Physicians
Rehabilitationists—Physiatrists
Roentgenologists—Radiologists

PHYSICIANS - minor surgery or assisting ..... per person	80112	2	2

This classification applies to general practitioners and specialists hereafter indicated, who perform minor surgery (including obstetrical procedures not constituting major surgery) or assist in major surgery on their own patients. Tonsillectomies, adenoidectomies, and Cesarean sections shall be considered major surgery.

Allergists
Cardiologists (not including catheterization)
Dermatologists
Gastroenterologists
Industrial Medicine Physicians
Internists
Neurologists
Pathologists
Pediatricians
Preventive Medicine Physicians
Psychiatrists
Public Health Physicians
Rehabilitationsts-Physiatrists
Roentgenologists-Radiologists

SURGEONS				
GENERAL PRACTITIONERS ..... per person	80113	3	3
This classification applies to general practitioners who perform major surgery on other than their own patients.				
CARDIOLOGISTS (including catheterization, but not cardiac surgery) .	80113	3	3
OPHTHALMOLOGISTS	80114	3	3
PROCTOLOGISTS	80115	3	3
CARDIAC SURGEONS	80141	5	5
OTOLARYNGOLOGISTS - No plastic Surgery	80142	5	5
SURGEONS - General (Specialists in general surgery)	80143	5	5
THORACIC SURGEONS	80144	7	7
UROLOGISTS	80145	4	4
VASCULAR SURGEONS	80146	7	7
ANESTHESIOLOGISTS	80151	5	7
NEUROSURGEONS	80152	7	9
OBSTETRICIANS - GYNECOLOGISTS	80153	6	6
ORTHOPEDISTS	**80154**	**7**	**8**
OTOLARYNGOLOGISTS - Plastic Surgery	**80155**	**5**	**5**
PLASTIC SURGEONS	80156	6	6

HOW ARE PREMIUMS PAID

Upon receipt of the quotation the producer should collect the premium from the applicant. The producer should then send a check payable to the Medical Malpractice Joint Underwriting Association for the net premium after deducting 4% commission. Producers are responsible for return commissions in event of return premiums. Note again that coverage cannot become effective until 1 day following receipt by JUA of the premium.

WHAT INSTALLMENT PLAN IS AVAILABLE

Annual premiums in excess of $2,500 may be paid quarterly. If this installment plan is selected, a deposit premium of 50% of the annual premium is required. The producer will then receive a bill for 20% of the annual premium plus $10.00 which is due on the 90th day. Another bill for 15% of the annual premium plus $10.00 will be payable on the 180th day and a final bill for 15% of the annual premium plus $10.00 will be payable on the 270th day.

WHO TO CONTACT FOR INFORMATION

The following persons should be contacted for information: at phone (617) 742-5070 or P.O. Box 9147 J.F.K. Station, Boston, Massachusetts 02114.

Chester A. Dosdall, Manager

Gerald J. Cassidy,	Manager	Claim Department
Nancy M. Kenney,	Manager	Policyholders Service Dept.
Tom C. Mehder,	Manager	Loss Prevention Dept.

WHAT ARE THE CLASSIFICATIONS AND RATES

A separate page contains a condensation of the classifications and a schedule of rates for commonly requested limits of liability. This information is furnished for your guidance and is not a complete manual. Final classifications and rates can only be determined by the JUA after receipt of a completed and signed application.

OCCURRENCE

Rate Group	100/300	200/600	250/750	500/1,000	1,000/1,000	1,000/3,000
1	502.	574.	605.	665.	736.	880.
2	904.	1,023.	1,069.	1,170.	1,298.	1,476.
3	1,538.	1,746.	1,826.	1,978.	2,211.	2,442.
4	2,050.	2,322.	2,426.	2,625.	2,935.	3,211.
5	2,564.	2,900.	3,028.	3,274.	3,662.	3,981.
6	3,076.	3,476.	3,628.	3,921.	4,387.	4,750.
7	4,102.	4,630.	4,829.	5,217.	5,838.	6,289.

CLAIMS MADE

1	162.	243.	279.	305.	319.	342.
2	256.	384.	440.	481.	504.	540.
3	404.	606.	695.	760.	796.	852.
4	524.	786.	901.	985.	1,032.	1,106.
5	644.	966.	1,108.	1,211.	1,269.	1,359.
6	765.	1,148.	1,316.	1,438.	1,507.	1,614.
7	966.	1,449.	1,662.	1,816.	1,903.	2,038.
8	1,005.	1,508.	1,729.	1,889.	1,980.	2,121.
9	1,508.	2,262.	2,594.	2,835.	2,971.	3,182.

LIST OF ADVERTISERS

Below is a list of our advertisers for 1976. In your contacts please tell these people how much we appreciate their support.

Arnold's Shoes
Beaulieu Leasing & Rental
Blue Streak
Bracci Travel World
Lester L. Burdick, Inc.
Burroughs Wellcome
Byron's Funeral Home
Curran-Jones, Inc. Funeral Home
Dale Bros. Laundry
Dickinson-Streeter Co., Funeral Home
Dunlop Florist
East Longmeadow Nursing Home, Inc.
Footit Surgical Supplies
Freedom Federal Bank
Hafey Funeral Home
Highpoint Motor Inn
Hollywood Uniform Center
Home and Sitter
Homemakers
King's Drug Store
Landen-True, Jewelers
Lilly, Eli and Co.
Log Cabin Restaurant
McCarthy-Madamas Funeral Home
Medical Personnel Pool
Modern Women
Nurse - R.N.
O'Donnell, Edward F. Funeral Home, Inc.
Old Storrowtown Tavern
Omartian Toros & Son, Inc.
Physicians Supply Co.
Picot's Place
Prestige Realty
Prop-R Walk Shoes
Reliable Telephone Service
Stuart Pharmaceuticals
Student Prince Restaurant
Viking Floorcovering, Inc.
Visiting Nurse Association
Weidner Travel Bureau, Inc.
Wheatsheaf
Yankee Pedler Inn

Dine in
Relaxed Elegance

Always a different and delicious menu to enjoy in pleasant comfort. Serving daily from 11:30 a.m. to midnight.

THE LOG CABIN
Easthampton Rd — Rt. 141
HOLYOKE
536-7700

℞ Prescription Footwear
Is Our Business!

Put Your Patients In Our Shoes
Men — Women — Children

— WE CARRY —

1. Straight Last Surgical Boots
2. Abductor Shoes
3. Adductor Shoes
4. Denis Browne Splints
5. Thomas Heels
6. Depth Inlay Shoes
7. Torqheels

PROP-R WALK SHOES
ENFIELD VILLAGE
Rt. 190 — Hazard Ave. — Enfield, Conn.
Open Daily 9:30 — 5:30 p.m.
Friday Night until 9:00 p.m.
BRIAN SILVIA, Prop. (203) 745-9998

Going home. It's powerful medicine.

Sometimes going home from the hospital to recuperate is the best medicine there is. We can help by sending qualified health care specialists home with your patients. Call HOMEMAKERS UPJON℠.

739-9654

HOMEMAKERS UPJOHN℠

380 Union Street — West Springfield, Massachusetts

For Information or Reservations for your Business or Pleasure Trip Contact:

WEIDNER TRAVEL BUREAU, INC.

SEE US AT OUR NEW LOCATION:

69 MARKET STREET — GROUND FLOOR

Telephone 781-0550 SPRINGFIELD, MASS.

BECOTIN®
Vitamin B Complex

BECOTIN® with VITAMIN C
Vitamin B Complex with Vitamin C

BECOTIN®-T
Vitamin B Complex with Vitamin C, Therapeutic

MI-CEBRIN®
Vitamins-Minerals

MI-CEBRIN T®
Vitamin-Minerals Therapeutic

AND A WIDE VARIETY OF OTHER PHARMACEUTICALS

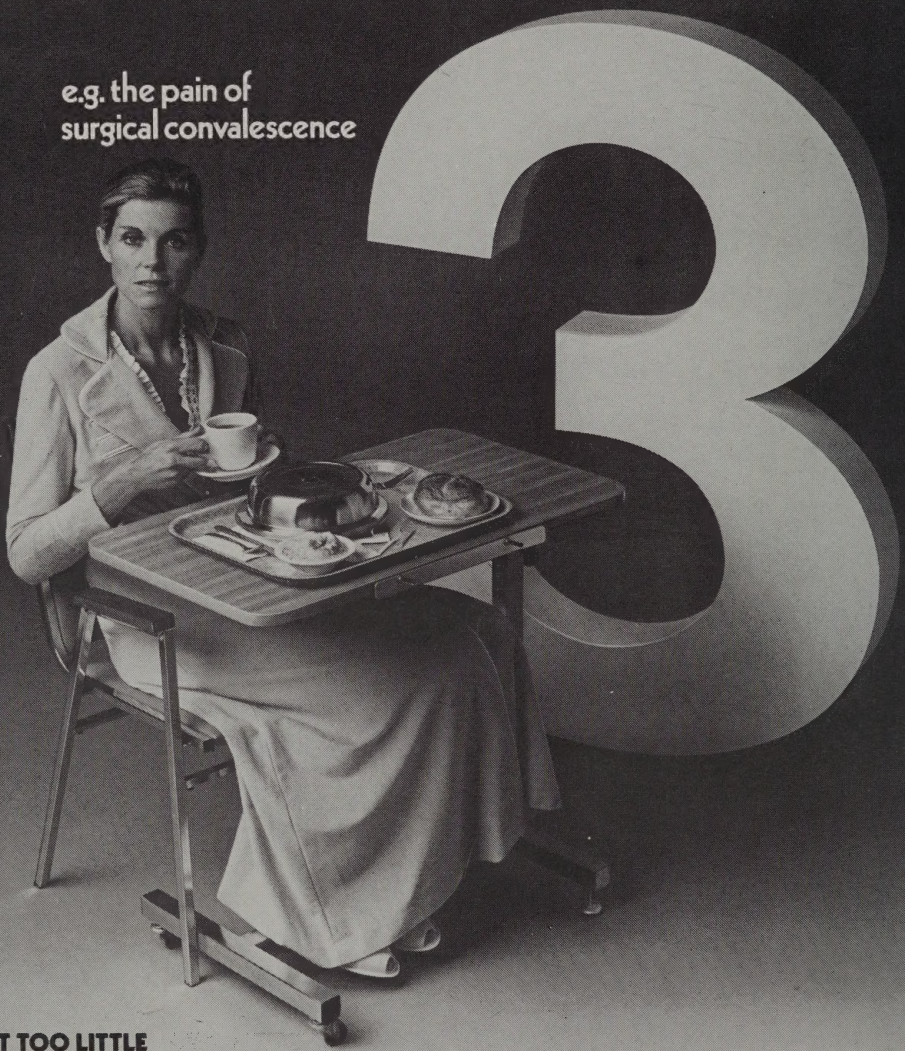
DISTA

DISTA PRODUCTS COMPANY
Division of Eli Lilly and Company
Indianapolis, Indiana 46206

400945

No. 3
As potent as the pain it relieves.

e.g. the pain of surgical convalescence



NOT TOO LITTLE

- as potent as the pain you need to relieve in patients with fractures, sprains, strains, wounds, contusions, and the pain of surgical convalescence
- unlike acetaminophen/codeine combinations, it does not sacrifice anti-inflammatory action

NOT TOO MUCH

- potent—yet not excessive
- addiction liability low

NOT TOO EXPENSIVE

- brand-name quality, yet reasonable in cost
- readily available in both hospital and local pharmacies

CONVENIENCE

- telephone Rx in most states, up to 5 refills in 6 months at your discretion (where state law permits)

EMPIRIN® COMPOUND WITH CODEINE NO. 3

codeine phosphate* (32.4 mg) gr ½
Each tablet also contains: aspirin gr 3½, phenacetin gr 2½, caffeine gr ½.
*Warning—may be habit-forming.

Wellcome

Burroughs Wellcome Co.
Research Triangle Park
North Carolina 27709